

Anthracite Coal
ALL SIZES.
J. ANDERSON
495 York St.
Phone 1391.
Mar 31.

BROWN OPTICAL
COMPANY, LONDON.
EYES EXAMINED
NO DRUGS USED
QUALITY GLASSES
GROUND AND FITTED
AT MODERATE COST
223 DUNDAS ST. Phone 1877

Your Choice
OF ANY ARTICLE IN OUR
NORTH WINDOW

For One Dollar

C. H. Ward & Co.
386 Richmond St. Phone 1084.

WE REPAIR
Hot Water Bottles Just as Satisfac-
torily as Tires.

London
Tire Repair Depot
A. WILKES.
354 Wellington St. Opp. McClary's.
PHONE 2334.

Men's Shoes
Of Dependability!

For years this store has been known as one place in town where a man could get a dependable shoe. Men, as a rule, don't want to spend much time or thinking on what they need for themselves, but they would be most painstaking, but for the store they know, and buy because of the confidence they have in the store and its management. We were educated in the shoe manufacturing business. We know what it takes to make a shoe that will stand up to the most severe test of durability, and we see to it that the manufacturers carry up shoes of that quality. We carry reliable shoes. You can't make a mistake when you buy your Men's Shoes at

COOK'S
DUNDAS AND RICHMOND.

TAYLOR'S THROAT
AND LUNG BALM
Is entirely different from ordinary cough
syrups, mixtures, etc. It cures.
Taylor's 6 Cut-Rate Drug Stores

GEORGE E. LOGAN
FUNERAL DIRECTOR
AND EMBALMER
413 RICHMOND ST., LONDON.
Residence on Premises.
Phone 1983. Personal Attention.

SMITH, SON & CLARKE
UNDERTAKERS.
115 DUNDAS ST. PHONE 658.
629 DUNDAS ST. PHONE 678.
Residence on Premises.
Private Ambulance Service.

N. J. GRIFFITH
FUNERAL DIRECTOR
AND EMBALMER
104 Dundas Street, London.
Residence on Premises. Phone 459.
Private Ambulance Service.
Delaware Branch, W. Acres, Mgr.

J. FERGUSON'S SONS
FUNERAL DIRECTORS.
OPEN DAY AND NIGHT.
180 KING STREET.
PHONES 543, 573, 2054.

Delaware, Lackawanna and Western
Coal Company's

Scranton Coal
The most satisfactory coal for furnace
or range. Send in your order.

JOHN M. DALY
PHONE 348. 19 YORK STREET.
Y.W.

The London Loan and Savings
Company of Canada

DIVIDEND NO. 92
Notice is hereby given that a Divi-
dend at the rate of 6 per cent. and Bonus
at rate of 1 per cent. per annum, is
declared on the Capital Stock of the
Company for the current three months
ending 31st March, 1917, and same is
payable on the 2nd day of April, to
Shareholders of Record on the 15th inst.
M. J. KENT,
Manager.

WALTHAM
WATCHES

The watch you should buy is the
Waltham Watch. This is incompar-
ably the best of all American-made
watches. It has maintained its repu-
tation for years. The name Waltham
on any watch is your assurance
of watch perfection in every detail.

We offer a very extensive selection
in the latest models for men and
women, including the new
models in wrist and bracelet
watches from \$7.00 up to \$150.00.

YOUNG'S
TWO STORES.
170 Dundas St. 674 Dundas St.

X X X
Ask your grocer or phone
our wagon to call.

Johnston Bros.
XXX Bread

It is of all bread the most
perfect.

X X X

CALLS MILTON GREATEST
ENGLISHMAN OF HISTORY

Dr. Moulton, brought here by the
Woman Teachers' Guild, gave his first
lecture of a series in St. Andrew's Hall
last evening. A large audience was
present, and the subject, "Milton as
the Greatest Englishman," was one of
exceeding interest. Dr. Moulton said
that in choosing this theme perhaps he
spoke as one prejudiced, for he had at-
tended the same university and college
as Milton, or, to speak in American
terms, he belonged to the same frat-
ernity.

"I speak of Milton as the greatest of
Englishmen because in six different
fields of human greatness, no two of
which are often combined in one man,
he has reached the realm of the im-
mortals. In the sphere of politics, to
speak in modern language, Milton was
the secretary of state of the strongest
Parliament in England, that of Crom-
well. It is true he had very little ac-
tual influence in that parliament, but it
was because he was so far above them.
This is brought out in the removal of
all restrictions on the press, which that
parliament brought about almost by
accident. Milton took up the idea and
published the Areopagitica, that over-
laid on license printing. Another simple
test of his greatness in the field of
politics is the fact that no man was
so much feared by the opposite, or
Royalist, party as John Milton, not
even Cromwell himself. In that sphere
of human greatness, in the political
field, Milton was one of the immortals.

Great Journalist.
"He was one of the greatest news-
papermen of his age. Do you realize
that newspaper controversy of today
was preceded by similar controversies
in pamphlets, and that was preceded by
another controversy in ponderous vol-
umes. It was Milton who brought Eng-
land to the attention of Europe in the
world of literary controversy by writing
his magnificent defence of the English
people, which won all Europe, and he
was acknowledged the greatest of all
controversialists. England had hitherto
been outside the controversy of ponder-
ous volumes, and it was Milton who
joined this great controversy. This
means that Milton was the greatest
newspaperman of his age."

"He was undoubtedly great in the
sphere of the poets.
"He was among the world's greatest
inventors. The name inventor today
suggests Edison or the man who turn-
ed out the aeroplane. Yet when you
come to think it all out, all these in-
ventions, you would say that wire-
less telegraphy was the greatest in-
vention of this age. Yet wireless tele-
graphy is only a small extension of
telegraphy, a far greater invention
of writing, the expression of thought
in visible symbols. But this is only a
small extension of a still greater in-
vention, language or the expression of
thought in words. Now Milton was
an inventor in the field of language.
Europe was one in the middle ages
and his language was Latin, which
came very naturally to be corrupted by
the various dialects, and there were evolved
dominance of Latin and the Teutonic
languages, in which there was more of
vantage in the expression of thought,
but the local dialects were powerful
of feeling and warmth. I believe that
the English language will be the dom-
inant language of the world because
of the greatest, and Milton stands ahead
of all individual writers in the degree
to which he has domesticated the En-
glish language. If language is the
place where the really greatest inven-
tion is found, then Milton is one of the
immortals in that sphere."

"Milton is great among the founders
of schools of thought. He is the
founder of Protestantism, not theologi-
cally. If you ask the Protestant
man on the street where he got his
ideas about religion, he would say from
the Bible. But from Milton's in-
terpretation of the Bible, as he put it
in Paradise Lost, and Paradise Re-
gained. Other poets have handed
down their interpretations, but Mil-
ton's remains. This is good evidence
that the idea of the man on the street
did not come from the Bible, but from
Milton."

YOUR FORM LETTERS
may not appeal to the other fellow,
just because of your being too close
up to the business to tell it interest-
ingly.

Federal
Advertising
Service

Telephone 5422.
312 Dominion Savings
Building,
LONDON, ONT.

ROWAT'S
COFFEE
Pleases People Who
Are Particular.
50c per pound
T.A. ROWAT & CO.
250 DUNDAS ST.
Phone 3351-3052.
Y.W.

Milton's interpretation of the Bible,
which he has found immortal rank."
There are great men of the past,
such as Samuel, Jonson, whose great-
ness is not to be found in what they
have left behind them, but in the fact
in which they lived. We see the whole
age when we look at Dr. Jonson. In
not only one age but two, and not only
conflict with one another, but what we
call puritanism. The most perfect
type of the Renaissance you can find
is Milton, and the most perfect type of
puritanism that you can find is Milton.
He combined the two ideas in Paradise
Lost. It is a Greek epic on Puritan
theology. There is no Greek epic which
epic as it is. There is no conception
of Puritanism like Milton's Paradise
Lost. In "L'Allegro" and "Il Pensero-
so" poises brightness, the spirit of
sombre, the spirit of Puritanism. In
the thought of beauty and the thought
of duty, again the ideas of the Renais-
sance and Puritanism.
"This is Milton the man of immor-
tal rank in six different spheres."

MISS MILLER COMING
Will Be Soloist at Fifth Concert of
Musical Art Society.

Miss Christine Miller will be soloist
at the fifth concert of the Musical Art
Society of London. Miss Miller ap-
peared in a Chicago recital on January
2, under the direction of F. Wright
Neumann, and the tributes of the
Chicago critics were unreserved.
"Henceforth she must be reckoned
with as one of the few experts among
American contraltos," was the com-
ment of the Tribune. Felix Borowski,
in the Herald, said: "She sang a num-
ber of songs at this recital with real
beauty of voice and with the musical
tingling of the fingers of vocalists who
have made the singing of ballads a
specialty of art." "She is one of the
most enjoyable singers on the concert
platform," according to the Journal.

PIANOS TO RENT.
If you want to rent a piano for a time
why not get a good one at a reasonable
figure? Call and see the pianos ready
for rent at the warehouses of Heintz-
man & Co., Limited, 212 Dundas street,
Mar. 31.

"BUY MEAT THE SANITARY WAY."

Why Are?
We Busy?

Three Words Tell the Story:
Quality, Cleanliness,
Service

That the people of London
appreciate our efforts to please
is fully demonstrated by the
throng of satisfied customers
who deal here daily. Get this
deep down in your mind THE
ARCADE SELLS ONLY THE
INSPECTED MEAT.
Your guarantee of purity and
quality.
TIONS: SANITARY CONDI-
tions, class-covered con-
tainers. Refrigerator system un-
dermined in all Canada. White
uniformed butchers, etc. SER-
VICE—Try it and join the
crowd of satisfied customers.

P.S.—Use this store as a
thoroughfare from Richmond
to the Market Square. We
would like to see you make
this store your store.

WILSON'S ARCADE
MEAT MARKET
Dominion Savings Building.
Phones: 1119 and 1120.

"BUY MEAT THE SANITARY WAY."

Your Child's Eyes
Need every care. They should
be examined, and, if necessary,
fitted with a pair of GOOD
GLASSES at a very moderate
cost.

John S. Barnard
Optician,
194 DUNDAS STREET.

A "WIFE SAVER"

The muscles of a woman's back and arms were not
intended for such straining labor as dragging a broom
over a carpet.

And, after all, broom-sweeping really does so little
good. It simply raises clouds of dust and dirt and
germs, scattering them over the floors, walls and furni-
ture. Get your wife

A Hydro-Electric
Vacuum Cleaner

She will find it much easier to use than a broom—it just
glides over the carpet, picks up every particle of dirt
and leaves your house clean and sanitary.

So—away with the old-fashioned broom! It
tires your muscles and only PARTLY cleans.

Get a "HYDRO" Electric Vacuum Cleaner and
make cleaning a REALITY.

We have several different styles of cleaners at
prices to suit every purse.
Come in and see them!

PHONE 3180

The
Hydro
Shop

ROSS' LIMITED FURS

Clearing all
Fur Coats
Hudson Seal Coats, Natural
Muskrat Coats, Fur-Lined
Coats, Persian Lamb
Coats.

Clearing
Fur Sets, Muffs
and Stoles
In Mink, Persian Lamb, Black
Lynx, Black Fox, Natural Wolf,
Black Wolf, Sable, Ermine, Etc.

New Spring
Suits
The latest style. Correct
in every detail. Guar-
anteed in make and ma-
terial. Most moderate
in price \$13.75 to \$27.50

New Spring
Coats
Just fresh from the
maker. These Garments,
in Tweeds and Velours,
Checks, Stripes, Mix-
tures, etc., are the new-
est in the market.

PHONE 1319.

196 DUNDAS STREET.

Your Executor

It is safer and in every way better to appoint
a reliable Trust Company as your executor
than an individual, however friendly or well-
intentioned.

The friend you appoint may not live to see
your wishes fulfilled, or may not have the
necessary knowledge and ability to do justice
to your estate.

The Canada Trust Company has a long
and honorable record in the capable admin-
istration of estates.

A consultation with our officers involves
no obligation.

THE CANADA TRUST
COMPANY
Managed in connection with the
Huron & Erie Mortgage Corporation
HEAD OFFICES—LONDON, ONT.

Branches—London (new branch)
Winnipeg St. Thomas
T. G. Meredith, K.C., President
Home Credit, General Manager

Big Demonstration of "Wear-Ever"
Aluminum All Next Week at The
Purdom Hardware Store
CUT OUT THE COUPON AND GET A SAUCEPAN
"Wear-Ever"
Week at Purdom Hardware Co.

\$1.50 "Wear-Ever" Aluminum
Three-quart (wine measure) Straight
Saucepan and Cover

For ONLY
89c
and the Coupon if presented
during the demonstration or
before MARCH 17, 1917.
Thereafter price will be \$1.50.

Aluminum utensils are NOT "all the same." That's why so many women prefer "Wear-Ever."
Get this saucepan and see for yourself the difference between "Wear-Ever" and other kinds
of aluminum and enameled utensils.

Cut out the Coupon
Present it during the Dem-
onstration now in progress
and get one of these durable
"Wear-Ever" Saucepans.

Purdom Hardware
Company, Limited
124 DUNDAS STREET

"Wear-Ever" Coupon
In order that the factory may have an accurate record of the number
of these three-quart—wine measure—Straight Saucepans sold at the
special price of 89c, we are required to return to the factory this
coupon with purchaser's name and address plainly written thereon.

Name
Address
City Date

Purdom Hardware Company, Limited.

Eye Talk
NO. 31.

Strained Sight
does not necessarily mean POOR
sight.
Street cars were formerly drawn
by horses. The cars moved all
right, but it meant ruin to the
horses in about three years.

YOU MAY SEE PERFECTLY,
THOUGH PAINFULLY.
If so, your eyes need attention,
and need it badly, if they are to
last.

Of course, you want them to last
as long as yourself, so it will be
wise to have them carefully ex-
amined from time to time, and
glasses fitted when necessary. The
best place is

Carlyle
TREBILCOCK
OPTICIAN
PHONE 2351. 233 DUNDAS ST.

WOMEN'S
SENSIBLE SHOES
FOR SPRING WEATHER.
\$3.50 Up
Casselman Bros.
171 DUNDAS STREET.

There is a
satisfaction in
having your tires
repaired by people
who know how
and don't
overcharge you.

LONDON'S RUBBER MAN
186 KING—REAR. PHONE 5124

Peters
Saturday
Night
Candy
Sale

PARISIAN
KISSES
Combination of Fruit, Nuts and Cream,
made to sell at 30c a pound,
FROM 8 TO 10-30

22c Lb.

"Snowdrift"
"Quality" Bread

Our aim has always been to make bread of a superior quality.
That's why we made "Snowdrift," the lightest and most appetizing bread that's baked
Mixed only from the purest and best ingredients. Baked by expert breadmen in special
ovens that bake it "just right." And then our factory is a model of cleanliness and
purity. "Snowdrift" is wrapped by electricity in waxed paper—not even touched by
hands. Purer than the driven snow—that's "Snowdrift."

Best for the Growing Child

Nothing causes you greater concern than your child's health. Food experts say: "The
bread eaten is worth more to the growing child than the meat, if it is pure, wholesome
bread. "Snowdrift" is the purest and most wholesome loaf you can buy. Its light-brown,
crisp crust seems to melt in their tiny mouths—full of the nourishment necessary to
every growing child. It's a body-builder, and it's delicious. That's why the children like
it. We insure their health by observing absolute cleanliness in its manufacture.

ALWAYS ASK FOR "SNOWDRIFT."

Parnell, the Breadman

PHONES
929 and 1390